

**Press release · Pressemitteilung**

**Germany's best baristi at COTECA Hamburg  
SCAE Coffee Olympiad in the run-up to the world championships**

**COTECA Hamburg, International Trade Show for the Coffee, Tea & Cocoa Business  
at the Hamburg Fair site from 4 to 6 June**

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Artistic coffee creations with imaginative decorations at Hamburg – the Coffee Olympiad brings Germany's best baristi to COTECA Hamburg. The International Trade Show for the Coffee, Tea & Cocoa Business celebrates its premiere at the Hamburg Fair site from 4 to 6 June. The trade show will be accompanied by an international conference on 4 and 5 June, with leading speakers from all parts of the world addressing the challenges and opportunities for the coffee, cocoa and tea markets of tomorrow. The Coffee Olympiad is organised by the German Chapter of the Speciality Coffee Association of Europe (SCAE).

This year's Coffee Olympiad is particularly attractive because of its timing shortly before the World Barista Championship in London. The winners in Hamburg automatically qualify for the World Championship. As it takes place just three weeks after COTECA Hamburg, many of the contestants will be already be presenting at the Coffee Olympiad the creations which they have prepared to take with them to London if they win.

The Coffee Olympiad comprises four championships in all, with expected participation of more than 70 contestants from the whole of Germany.

The 10<sup>th</sup> German Barista Championships from 4 to 6 June are the biggest and most important competition at the Coffee Olympiad. They will involve about 30 baristi, competing in three disciplines. The baristi have just 15 minutes to produce four identical espressi, cappuccini and original creations based on espresso and to present them to the judges. Entries will be judged not only on flavour and visual impression, and skills of the participants, but also on the style of presentation and impact on the audience. So contestants will need not only expertise and creativity, but also a touch of showmanship.

The 6<sup>th</sup> German Latte Art Contest from 4 to 6 June is a test of imagination and precision. Contestants will display their skills in handling milk foam, in three disciplines. They have to prepare four identical espressi macchiato, cappuccini or latte drinks and original creations – that is Signature Latte Art Drinks – and decorate them with artistic motifs. There are no restrictions in decoration, so that permits classics such as a heart or leaf, or ornaments, birds or animals from the world of mythology. But even though competitors can give free rein to their imagination, precision is of the essence. The judges compare each creation with a photo of the drink which every contestant has to submit in advance.

The 5<sup>th</sup> German Cup Tasting Contest on 5 June calls for a good nose and sensitive taste buds. Contestants are presented with three freshly brewed cups of coffee and have to detect by flavour alone which of them contains a different variety of coffee. This competition is also open to last-minute contestants who enter spontaneously on site.

The 5<sup>th</sup> German Coffee & Spirit Competition on 4 June gives baristi and barkeepers a chance to demonstrate their skills in combining coffee and alcohol. They have eight minutes to prepare two identical Irish coffees and two identical original creations.

The Coffee Olympiad is backed by an extensive supporting programme, with know-how for pros and amateurs alike. The seminars and workshops give training in the technical know-how and manual skills of coffee preparation, giving useful tips and an introduction to the secrets of roasting and latte art. The bandwidth ranges from milk frothing for beginners to pouring artistic patterns as demonstrated in the contest. A special highlight at COTECA Hamburg is the opportunity to take the SCAE Barista Exams Level I and II, under the direction of the well-known Berlin School of Coffee.

The SCAE Coffee Olympiad will be held in the framework of COTECA Hamburg, the International Trade Show for the Coffee, Tea & Cocoa Business, which covers the whole value chain for all three segments – coffee, tea and cocoa – from raw commodity to finished product. It celebrates its premiere at the Hamburg Fair site from 4 to 6 June, expecting more than 100 exhibitors from Germany and abroad. The extensive range for the coffee sector and the competitions of the Coffee Olympiad make COTECA Hamburg the meeting point and information exchange for international coffee shop operators. It has the concept support of the German Coffee Association.

For further information and the full conference programme, please visit the website [www.coteca-hamburg.com](http://www.coteca-hamburg.com)

**Press contact:** Gudrun Blicke, Tel.: +49 40 3569 2442, Fax: -2449; e-mail: [gudrun.blicke@hamburg-messe.de](mailto:gudrun.blicke@hamburg-messe.de)